CHARLESTON STAGE

Now Save 40% On Program Advertising!

2026-27 Advertising With Charleston Stage

Charleston Stage, South Carolina's largest professional theatre company in residence at the Historic Dock Street Theatre, offers advertising vehicles to deliver your message to a prime demographic group of dynamic, Lowcountry arts patrons. Research shows during our 2025-26 season:

- 80% (28,000+) of Charleston Stage patrons are residents (this includes both full-time and part-time residents)
- 20% (7,000+) of Charleston Stage patrons are non-residents
- 92% of Charleston Stage patrons have an income greater than $60,000, with 48% having incomes of $150,000 or more
- 73% of Charleston Stage patrons are 55+

Show Program Advertising

Now save 40% on program advertising. Receive three months of exposure for one low price. Ads appear in three distinct, high-quality MainStage show programs (25,000 programs printed). This season (December 2026 through April 2027), reach over 25,000 Charleston Stage patrons traveling to the Historic Dock Street Theatre and downtown Charleston.

Program Ad Reservation Deadline: November 9, 2026 **Program Ad Artwork Deadline:** November 9, 2026

Ad Rates: See ad sizes and rates on back.

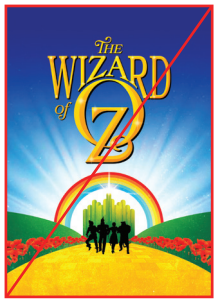
How To Prepare Artwork:

Create outlines on all type. Premium Color Program Ads must be CMYK. Inside Program Ads must be submitted as Greyscale. Print File Format: PDF, JPEG (300 dpi or higher).

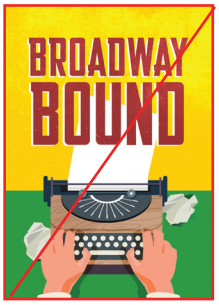
Payment Deadline:

Charleston Stage will invoice the advertiser for the balance upon request. Full payment for Program Ads must be received by November 9, 2026.

2026-27 MainStage Shows:



Programs Printed



Programs Printed



Dec 2026



Jan/Feb 2027



Mar/Apr 2027

Past Advertisers:

South Carolina BLUE
McElveen Automotive
Appalachian Springs
Tiger Lily Florist
MUSC Health
Roper St. Francis
Wells Fargo
First Citizens Bank
Coastal Community Foundation
Hall Management Group
Salthouse Catering
David Clemmons Agency
Durlach Associates
Nexsen/Pruet, LLC
Handsome Properties
South Carolina Bank & Trust
Domicile Real Estate Brokerage
Southern Lumber and Millwork
Smyth Whitley, LLC
Franke at Seaside
Diversified Trust
Chamber Music Charleston
Sandpiper Premier Senior Living
Katrina Johnson Group
BlueCross BlueShield of South Carolina
Dunes West Golf and River Club
Lynch Cracraft Wealth Management Group
Carolina One - Magrath Pejeau Team
Thomas Funcik, MD Facial Plastic Surgery
Publix Super Markets Charities
The Zoo Health Club
Lutheran Homes of South Carolina

CHARLESTON STAGE

ADVERTISING RATES

Black and White Program Ads

		Save 40%
Full Page	~~$2,500~~	$1,500
Half Page	~~$1,500~~	$900
1/4 Page	~~$1,000~~	$600
1/8 Page	~~$750~~	$450

Full Color Program Ads/ Premium Positioning

Back Cover (Color)	$4,500
Inside Front Cover (Color)	$3,500
Inside Back Cover (Color)	~~$3,500~~
Save 40%	$2,100

Please call Beth Curley at (843) 647-7366 to check on Premium Ad positions and Print-at-Home Ticket Ad availability. All black and white Program Ads are open for reservation.

Ad Submission

All Program Ad materials must be received by **November 9, 2026.** Print-at-Home Ticket Ad must be received by **November 9, 2026.**

Please send all artwork to bcurley@charlestonstage.com

Acceptable Program Ad Formats

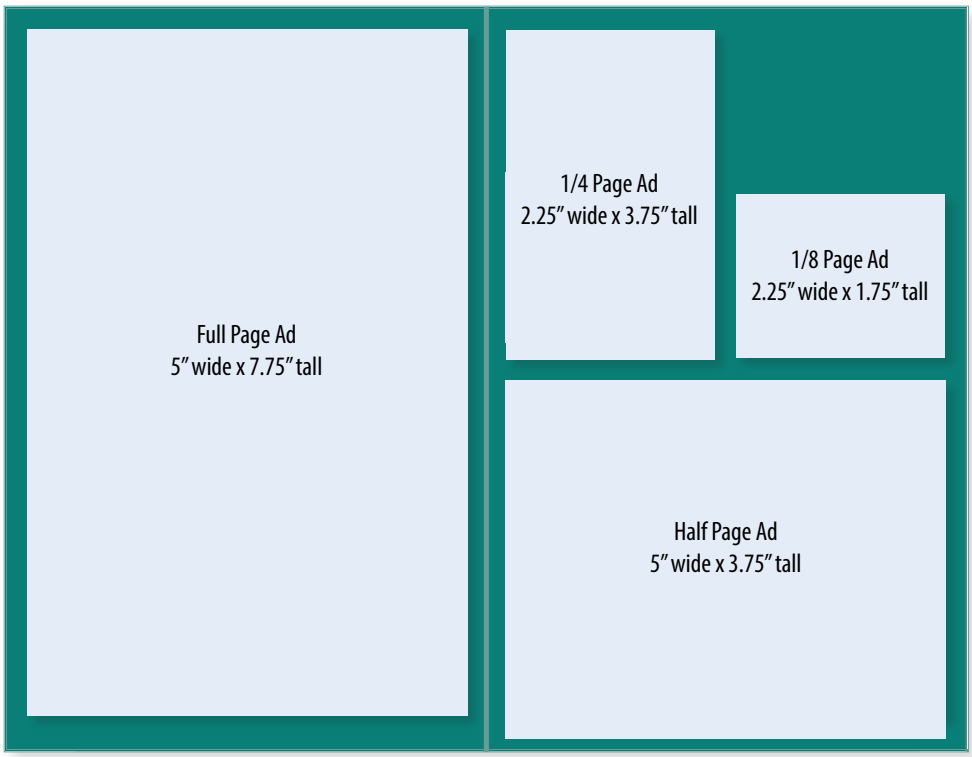
PDF, JPEG
300 dpi or higher (CMYK for color ads)

Adobe Illustrator, Photoshop
Create outlines on all type
(CMYK for color ads)

Submit Form by:

Mail: Charleston Stage
Attn: Beth Curley
PO Box 356
Charleston, SC 29402
Fax: (843) 577-5422
Email: bcurley@charlestonstage.com

Program Ad Sizes:



Advertise With Charleston Stage Today and Save 40%!

Business Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Check Program Ad to be purchased: Back Cover (full pg color) $4,500 - SOLD

Inside Front Cover (full pg color) $3,500 - SOLD ☐ Inside Back Cover (full pg color) $2,100

☐ Full Page (b/w) $1,500 ☐ Half Page (b/w) $900 ☐ 1/4 Page (b/w) $600 ☐ 1/8 Page (b/w) $450

Contact Beth Curley at (843) 647-7366 to check on Premium Program Ad availability.

Payment Options (Check One):

☐ Check # (payable to Charleston Stage) _____

☐ Credit Card # _____ Expiration Date _____

☐ VISA ☐ MC ☐ AMEX ☐ DISC CV V# (3 or 4 digit # on back of card) _____

Signature: _____

☐ Invoice (Full payment for Program Ads must be received by November 9, 2026.)